



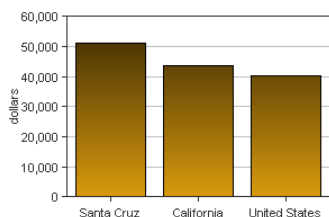
Santa Cruz, California

Santa Cruz is one of 58 [counties](#) in California. It is part of the [Santa Cruz-Watsonville, CA \(Metropolitan Statistical Area\)](#). Its 2008 population of 252,929 ranked 24th in the state.

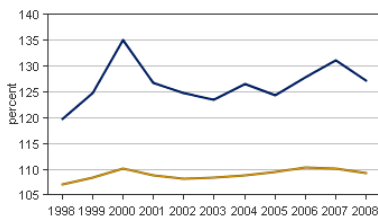
PER CAPITA PERSONAL INCOME

In 2008 Santa Cruz had a per capita personal income (PCPI) of \$51,140. This PCPI ranked 8th in the state and was 117 percent of the state average, \$43,852, and 127 percent of the national average, \$40,166. The 2008 PCPI reflected a decrease of 1.0 percent from 2007. The 2007-2008 state change was 1.0 percent and the national change was 2.0 percent. In 1998 the PCPI of Santa Cruz was \$32,628 and ranked 9th in the state. The 1998-2008 average annual growth rate of PCPI was 4.6 percent. The average annual growth rate for the state was 4.2 percent and for the nation was 4.0 percent.

Per Capita Personal Income, 2008



Per Capita Income as a Percent of the United States, 2008



California Santa Cruz

TOTAL PERSONAL INCOME

	2007-08 percent change	1998-2008 AAGR
Santa Cruz	0.1 %	4.7 %
California	2.0 %	5.2 %
U.S.	2.9 %	5.0 %

AAGR: average annual growth rate

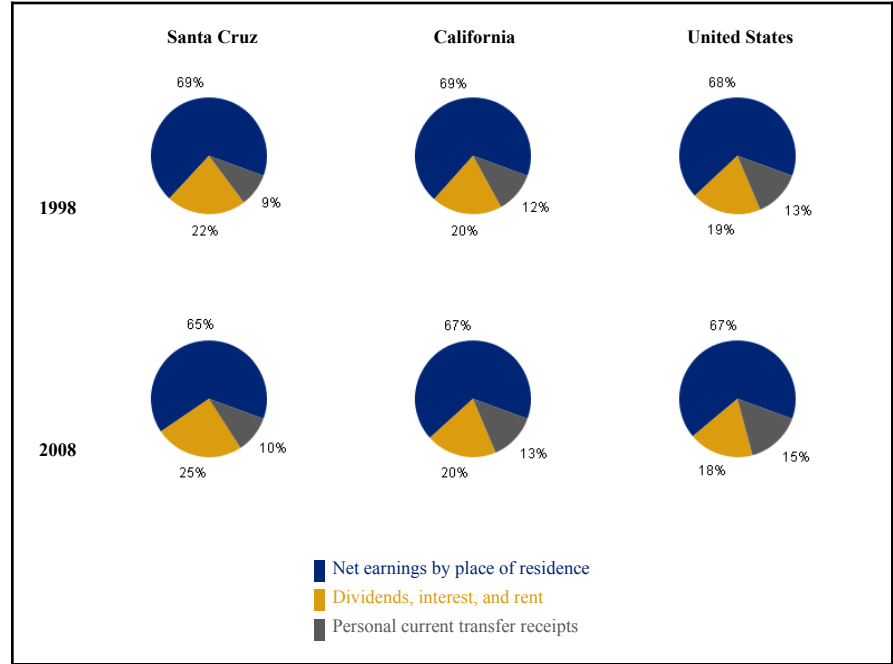
In 2008 Santa Cruz had a total personal income (TPI) of \$12,934,896*. This TPI ranked 23rd in the state and accounted for 0.8 percent of the state total. In 1998 the TPI of Santa Cruz was \$8,186,043* and ranked 22nd in the state.

*Note: Total personal income estimates are in thousands of dollars, not adjusted for inflation.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz.

Percent Contribution to Total Personal Income



2007-2008 percent change			
	Santa Cruz	California	U.S.
Net earnings	- 2.2 %	0.5 %	2.0 %
Dividends, interest, and rent	2.4 %	3.1 %	1.3 %
Personal current transfer receipts	10.1 %	9.1 %	9.2 %

1998-2008 average annual growth rate			
	Santa Cruz	California	U.S.
Net earnings	4.1 %	5.0 %	4.8 %
Dividends, interest, and rent	5.7 %	5.2 %	4.2 %
Personal current transfer receipts	6.2 %	6.6 %	6.7 %